



CITY OF APPLETON

MEMORANDUM

Date: 2/17/26

To: Municipal Services Committee

From: Eric Lom, P.E., City Traffic Engineer

Subject: Request to Approve Loading Zone on the south side of 300E College Avenue
(follow-up to a six-month evaluation)

At its 4/16/25 meeting, the Common Council approved a six-month evaluation period to create a two-stall Loading Zone on the south side of the 300 block of E. College Avenue, adjacent to the new Lawrence University / Trout Museum of Art building. This evaluation began on 8/26/25, in coordination with the opening of the building.

Since that time, my office has received no feedback or concerns, and the new loading zone appears to be functioning as intended. As such, it is recommended the changes be made permanent. To accomplish this, the following ordinance changes are necessary:

1. **Create:** "Metered parking be established on the south side of College Avenue from Durkee Street to a point 185 feet east of Durkee Street."
2. **Create:** "No Parking/15-Minute Loading Zone be established on the south side of College Avenue from a point 185 feet east of Durkee Street to a point 180 feet west of Drew Street."

Figure 1

